

# INDIA'S FIRST LIBERAL PROFESSIONAL UNIVERSITY

The liberal education framework of Vijaybhoomi University empowers students to discover their purpose, deal with complexity, diversity and the velocity of change. The curriculum provides students with broad knowledge across science, technology, business, law, arts and culture as well as in-depth knowledge and skills in a specific area of interest leading to a professional qualification which aligns with the student's aspiration.



## IFIM BUSINESS SCHOOL

**B Com**  
**BBA**



Karjat, Greater Mumbai

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# IFIM BUSINESS SCHOOL



Vijaybhoomi University is a forerunner of the liberal professional education framework – a unique positioning. To achieve its mission of nurturing holistic, socially responsible and continuously employable professionals, the University's management body realizes that only by collaborating with corporates and start-ups will the curriculum fully meet the requirement of the industry.

Established in 1995, IFIM Business School, Bangalore is currently amongst the first six business schools in India to have been awarded the AACSB accreditation. IFIM is also accredited by South Asian Quality Assurance System (SAQS), and is ISO 9001:2008 certified.

Various programmes at IFIM at Bengaluru include:

(1) Two-year full-time residential Post Graduate Diploma in Management with options to do Major in Marketing, Finance, Digital Business, Analytics, HRM and International Business

(2) PGDM (Data Science)

(3) PGDM for Working Professionals

At Greater Mumbai campus, the School is offering BBA and B Com programmes.

Actively engaged in research and consulting, IFIM hosts several Centres of Excellence such as AIM-Parasuraman Centre of Service Excellence and Centre for Consulting in Digital Leadership. IFIM has an elite set of international academic partners including leading institutes such as ESCP-London, Darden Business School (University of Virginia) and McCombs Business School (University of Texas at Austin).

## BACHELOR OF COMMERCE (B Com)

### WHO SHOULD BE APPLYING FOR THE PROGRAMME?

- The increasingly global and technology-oriented business advisory, accounting and audit firms provide a wide variety of rewarding business careers
- Such careers exist across sectors like Accounting, Audit, Forensics, among others.
- 10+2 students who aspire to build a career in these emerging sectors
- Students who wish to explore international learning pathways by splitting their studies in more than one country

### WHAT ARE THE LEARNING OUTCOMES?

- Building strong foundation in Math, Statistics, Operations Research, Economics, etc.
- Exploring core courses in Accounting, Finance, Business Analytics, Audit, Forensics, etc.
- Developing business communication skills
- Developing strong analytics and problem solving skills
- Building holistic knowledge through electives in Business to be eligible for a job without additional certification or education
- Developing robust personality, social sensitivity and Industry domain skills through ongoing projects

### CAREERS THAT ONE COULD PURSUE

- Business Analyst
- Research Analyst
- Audit Executive
- Forensic Services Executive
- Account Manager

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

### WHO SHOULD BE APPLYING FOR THE PROGRAMME?

- The increasingly global and technology-oriented companies provide a wide variety of rewarding business careers
- Such careers exist across sectors like research and advisory, FMCG, BFSI, E-Commerce, Retail, Manufacturing, Health Services, CSR among others
- 10+2 students who aspire to build a career in these emerging sectors
- Students who wish to explore international learning pathways by splitting their studies in more than one country
- Students who aspire to be entrepreneurs and business leaders

### WHAT ARE THE LEARNING OUTCOMES?

- This program has been designed to provide the same level of knowledge and skill which is delivered by an MBA/PGDM for freshers and/or a Masters in Management Programme
- Building strong foundation in Math, Statistics, Operations Research, Economics, Psychology
- Exploring core courses in Marketing, Finance, HRM, Business Analytics, etc.
- Developing business communication skills
- Developing strong analytics and problem-solving skills
- Building holistic knowledge through electives in Business to be eligible for a job without additional certification or education
- Developing robust personality, social sensitivity and Industry domain skills through ongoing projects



### CAREERS THAT ONE COULD PURSUE

- Management Trainee selected for fast track progression
- Digital Officer/Digital Marketeer/ Social Media Manager
- Data Analyst/Scientist
- Financial Advisor/Financial Analyst/Equity Researchist/Trader
- Investment Banker
- Business Analyst/Research Analyst
- Entrepreneur
- Consultant
- Social Projects Executive

### WHAT IS THE ELIGIBILITY CRITERION?

Candidates should have passed XII standard/PUC or equivalent and qualifying marks in Vijaybhoomi prescribed admission guidelines.

### WHAT IS THE SELECTION CRITERION?

Selection will be based on a qualifying composite score prepared by the Registrar's office based on the scores obtained in Class 12, Vijaybhoomi admission guidelines and the interview.